

4 of the 28 who count most with the college rebels:





Mrs.
Paul
Newman
loves
'That
Man'



by Revlon

A GENTLEMAN'S COLOGNE AND AFTER-SHAVE LOTION

'That Man'





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CONTENTS	FOR	SEPTEMBER,	1965

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## MY SIN

...a most provocative perfume!



LANVIN

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Fortrel.... Coloneste contemporary fiber Where he has lift fee page 177. M ROSES SPECIAL

"Chadwick" to see annue... to see continue... to see "Chadwick" tradecor ties ... wool challry and suit fouland in subtly patiented priots, stopes and

Appellus Ann Continues Station by Lippembles



Where to key 20' Dec page 577.



RECORDINGS PLARTIN MAYER

I WENT WELD A THING RUIT TOWNE AND BING!

A core of stretch fiber is completely surrounded by soft, absorbent Dacron and cotton.

The stretch keeps your sock smoothly in place all day long. But it never touches your skin. The new Innerknit O.T.C. (over-the-calf socks).



WHATS

IN ON CAMPUS FOR '65?

By John McClockey

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Where to key 10' See pean \$77.

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KODEL

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is cities of majestic castles, of grand opera...and always, everywhere, of friendly people. help Resonance on all lightly wines But po Go for the difference for the laster of tribony gave by and right now, for the lastificace.

It giweys comes back to the people. That's why people always come back to italy.





Classic Campus Transportation

MED MANUEL and a Gramma and Face MED WESTER are in Contrast that provide the artifact of the contrast and are in contrast and

Looks like cashmere Feels like cashmere. Wears like crazy. Costs like nothing.

Must be Gold Cup.

RURI INGTON GOLD CUP





Back to Autumn Living in the 'Botany' 500 Manner Natural Geoffengs Serie from \$25, other were from \$29.95.

Where to buy HT has made 177.

releases in a publishery of Botton Badon-

Tenomi Touch" taloring, in motels 'BOTANY' 500





Where to key IC Dec page 273

Why is this Brogne different from others that may look like it?

It's a FLORSHEIM?



There's always more to a Floridean Stor than meen the eye, quality that's more than sket does-four entereds and workspanished dispose feel from the to bed. The teolitical Floribius longer was along out their better lacks



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Europe! In the fall, the magic is special.

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When the attenter crowds go house, the festeral section begins in the proof of the

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Try some in your igloo \_\_ Martini & Rossi Imported Vermouth, Sweet or Extra Dry

All by riself "on the rocks". The cool favorite from Yookers to the Yukoo.



MARTINI - ROS



the fabric is COtton

Stanley Blacker .....

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#### THE CIPCY ALL WOOL OWNAMED CHIPT EVER TO COME OUT OF A WASHINGTON LOOKING LIKE IT WAS DRY CLEANED



the luxurous look and find at #80, its re virus east\* Or empty on wells. for the laundromat convenience of weath to weath 'East that it all year

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Debug special of the con-

Back-to-College Shonning Out of the Pages of Esquire Esquire's Computerized Shooping Service

CHANGE OF ADDRESS FORM PROBERT - PERTLAND PLACE - NORI DEV. COLORNOS MONTO

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"Heromous" inspecies, the elegan of postfall dealers are the paid free; today a businessess.







Four handsome Roblee "brogs" and their Scotch-Irish granddaddy

As early as 1600. Scotch and I lish country-

Shown above is the Robles Inversel. eveliable in four great colors

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Most Rolden styles are priced from FT3



Crompton Corduroy just acts rich.

El parcial de la compa del la compa de la compa del la compa de la compa del la compa de la compa de la compa de la compa del la compa de la compa del la compa d

to New In Months de-

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JB is a remarkable scotch. With a special quality that sets it apart.

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€The quidebone from Gaugest Errances' Les Grandes Distribute LOOK AT SKINN

with their shorts off, and with the

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This electroments the or the



The boot for the compulsive beast stalker erafted by Wevenberg Shorn, 29.95 HUDSON'S MEN'S STORE Erect Details second

Where to key 10' See page 177.





## New... Las Vegas for the <u>A</u>merican Man

rader , expendentialistic Assettion Men. Gologne S etc., \$1.8 to / Colleges & m., \$7.00



THE HOROWITZ OFTODAY BECORDS\*

HOROWITZ SCADI ATTE THEFT.







#### THE MOST EAGERLY AWAITED MUSICAL EVENT OF THE DECADE NOW ON COLUMBIA RECORDS

May 9, 1965, other an absence of twolve years. See taskets through a color and weak-own Comparis Hall and received the manifest con- Filtrant of and another in Security, Back Bases fice in most musical history, Horovetz the Schemien, Cheen, Debuttered Mondowski, awkeyer of skeps; three

Bull, is now resultable on 1400000



Mhore to how M! See page 177.





#### PROFIT AND LOSS ON SAFARI Hook, it's profit. And morely it goes to the Great White House

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THE OATSON SPS-222 is the latest





Seey adds an exciting new discession to home extensionness far less than \$1.79\*\*

The New Sold State Model 1984 A
Well-dismanding daughtering and
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Where to how It! fee page 177

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Where in key N7 Ero page 177.



It didn't happen all se of They this it wary studently.

"We con't alone the people!" they sud: 80 they removed in bittle fature here. And n great both there. And there a few insestence basis and all the conturon store fromts they could find. And very quietly nor night they atole a relieved statem and buried it in New Ferrers.

A few people grambled, one found temperary sheller at The

when Park Avenue dampeared. Others appropried to Westchmater. And seem completely challengement out-of-towerest went to Prinzipidelphia, instead. But most people were completed Unfil the day they discovered that there only had been solverly revision with slam.

Then they complained But at was So the faces of the city grow grizzoner than they had awar been before Clock And the glass began to crack.

Sees after this on one glassify gittering morning an observant executive welking to won passed on Path Avenue at Path-Nieth Street to dean his burry dark gaggies. Scientists.

he looked around. And grapped!

There was The Plaza where he had always meanthead it. "It can't he!" be said and rubbed his oye. He looked agaze. "It is there!" he said.

He called has well.

"We'll go there tenight, before it's too late.

Don't tell enywes!" he hassed. So she only told
her very bust friend. Soon everyone know.

lebbles. They coressed the markie, admired the gidded charubs. And the controlled in the Pales Court where polans still swaped. They feated in the barceist splender of the Edwardson Rooss. And discussed mergers over mortissis and lanch in the Oak Box.

again in the Persian Noon. And inaginal with julian Minok in his red when world at Plane 5-. The licky sees with his main encertains refree upstains, to specious rooms where they were wanted to hand and feet by menticaritist and policinists and chambermaids and victor and written with trays and facilits with room. They loved it.

After all, people of taste one file everybody else. They're very groteful when great demands are met. And incurably negamental. Eventually were spread out of town. And

out-of-tremen came again to see a part of the city they thought had varietied. Scene never left The Plans. They didn't have to. They had the werld on a golden chain.

The Plans lud thought of everything its

It always well



This schedules are a famous of course. Not this as a life of the Place Cours for



Light up a pipeful of Sail

Extra mild. It's from Holland Throdone Name o's century old Datch paring skilleds blook 14 years serving and more had triagger from them differed companies. That's wire naming and state had between home through the companies and a real SAIL has a character off its ana. Special Nonester reging proper makes it extensible Bank Cyle Car makes its protection and red leging make. Take many path. Armente or Suppley Head. Also in this





A local a year spo, the Creater



Male sociabled mine are brand now with that well-consisted look. Then'to

smooth to the tough ... soft as a kins. ... landed with endure aleasure and They hap you in the right places ..., wear like you ... look here a their price of only \$4.05. Press up the ordinary. Plak up seek .... at better stores everywhers!







For her birthdey, , or her wedding mannengy, arrest, for emdanton, as a welder eit, a bridge

velome Only in your esta's better stores, under writes vernally ... \$19.95. \_\_\_\_









Rose Fever









Where is key 27 See page 177

grab a 'ancidal e' abilleura



Oo'd 'ave thought a shoe could look as bloomin' gorgeous as a golden pint of ale?



Ah, but "Eastuh Pab,"



stretched out on the bar, and they're crafted Weyenberg Massagic

soft, supple an The Charlest Cat.



## In 1769. Alexander Gordon gave the English another exhibitating activity to enjoy on the ice

What a good state Mr. Gordon was Gave likk century England its Seconds reduce ics speci Buildiands smooth, hittile day Gordon's, Usarach refroking on summer day then One reason the English have been so denoted built for 156 years. Do still bracest offer there.

Sings was con't take on exhibitating upon on the see take a spect of Gordan's conit.

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CARTER ANNUAL presents a spectacy

The Gestlemen's Quarterly CAMPUS & CARFER ANNUAL is as volumble a refat "How to Succeed ... Without Really

# Two Points, Buttoned Down (first-

#Pullower Elections (the sweater ourrig Agreenced Jacketry (checks, plads,

Great Rece Of Go Costs (comforters)

■ Fashion 1: A Pre-Semester Ouez Heat

■ Bill Bradley, Presceton '66 treore on \$1! Where can you pick up a coos? The GD CAMPUS & CAREER ANNUAL is on I located Hountainy (all about the one sale at major men's stores leading

below and return it with one dollar night.

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#### Stamp of discernment:





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Has-Skiped Oxford: if you're a finesier of bulgar-deems, burn's a choice incurrent cather worth adding to your cafestion: is distinctive tree-color stepungs of notifisher gold/blue or self-jokes Dies of Geol Shurty, ther-Shiped Oxford has also a genderating resource. Add of all observance aboves for one normal you, worth flood Stothadas Blue Mayer. Consented to distance, and place for one normal you, worth.

recycles. Line an Discretely, the Dispat Cultural transitions a gardenically invested at discretely above. For our money, while that discretely above them have, Cu



Wide-Lite floodlights the Texas Navy's battle fleet!

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WIDE-LIYE

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Where did the new Norelco Speedshaver ever get the idea that it could match shaves with a blade?



(WHICH IS 18% THINNER THAN ANY OTHER ELECTRIC SHAVER HEAD FOR 18% CLOSER SHAVES)









The Pertugues in the abstract collect they up get



#### Will a Gleneagles protect you?

or unite Absorption, 1990 Ass. of the Associous, NY C. Some cost have it. Some cross never will, Black Label After Share, Soray Deederset, Eath Tale, A buck each. Where to boy IS! See once 177







No metair how yes look at them, this handsome group of Amilian<sup>®</sup> "Warm Courts" by Lakeland seeks "Sostion county." They are it must are and seek state a Combine. "Eth war are see the must a man facility of the Man Sostion County." They have been the seek to get them. I have a facility to the handsome to get these handsome to get them.

Amery on the reside but that's where they protect you most! See many of the Litations' Stanony Bread -puts rever at stone convext you.



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It's a new brend of Lateranci supervists. The Stormey Gatey is no nominous kind of his man ambino

1905 Audited carried by Fare greatest





Romicies



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L-----Where to buy 70 See page 177. --



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Lose your temper when your cotton knit underwear shrinks to nothing...or

get cotton knit underwear of shrinkage controlled fabric with less than 1% length shrinkage



in machine with and dry this Healthhad' underway, and Where to lay 12 See page 177



#### Blackcherry adds new flavor to your wardrobe



Bernaus cens does by Freezes in depart despisant Process comfort Fick Blockshoov by Persona. Suctanior Guid

FREEMAN

Where to buy it? Dee page 177.



# Alka-Seltzer On The Rocks



Sermer Upici? Cool i

Dacron: & cotton get a permanent press!

New McGregor Scotset sportshirts keep their "just-ironed" look for keeps Streets too then in your automatic number to make day (do not away) and they're ready to were again. No receive

















A Gargo of Marvelous Melodies from the New Movie Ship of Fools the naves year or roo

the Allelow Plant and ACA Pathy Spinessing at over all





No thanks, I'd rather walk.





If you're not a stamp collector, show this ad to your neighbor. (He probably is.)

Japan is his specialty. It all started with his tour of duty in 1944. Another is a successful Scott makes stamp albums for all of them. know about? Write "Albums" on a postcard stamp albums, catalogues and accessories.



a man's after shave after bath

cologne

COLOGRE - DAMP-TALS - MADE, PACKAGER, SEALES IN FRANCI

Where to long HT See page 177. engone, attraction



DUTEDOORS group on her sa cauge of liter-



# "I was a college dropout"

antill they been lose bork to school with a batch of Corner Clobubium 1 Virtually a recrueistic to social life on the campes-or of. The play sport shart is a classic of long standing. Here is a refreshing variation that retains the tenor telloring, button-down pollar and other authority cormarks. Everything about Corner Club is exclusive. Exceed the errors Manufacture

# Career Club Shirts by True al

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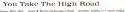
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Introducing, The Other German

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Where In July 167 See page 177.



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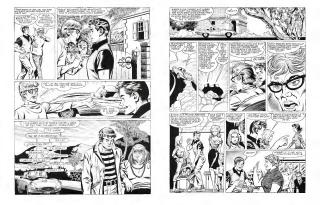




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Youth of America's Look to the Next? These hetheds of student sensitionalism, the colleges of California, are pointing the way in higher advantion? Everybody wants to be in on it? Come plump with us into the drawn and meaning of it all as held below in the story of one youth who may be the symbol of his convertion:

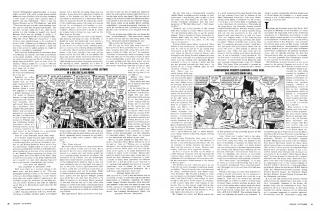






# LETTER FROM THE BERKELEY UNDERGROUND





# THE NEW FRATERNITY

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# THE SPIDER



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# CRUCIGR A M A

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# NOTICE

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## **TOWNIES**

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# STEALING THEIR WAY THROUGH COLLEGE

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# PEOPLE WHO



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**IVY LEAGUE** GIRLS

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Marter Stamon " true names officially no-



## The Subtle Emanations of the Noblest Grape From thirty five growely acres, the utilizate class!







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#### Recollections of 1945



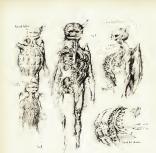
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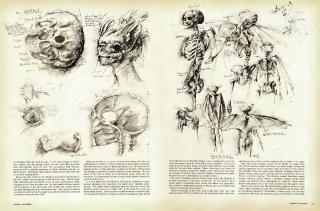




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# The Beachboy Caper

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## The Young Man in the Know knows Dacron



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# The Young Man in the Know knows Du Pont nylon—and Orlon



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# The Young Man in the Know knows Dacron



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